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MANUFACTURING IN NEBRASKA, 1967-1977: A DECADE OF PROGRESS

Nebraska continues to make solid progress in terms of manufacturing jobs, industrial diversification, and geographic dispersion of jobs across the state. These preliminary conclusions are drawn from the recently released *1977 Census of Manufactures.* This is the thirtieth census of manufacturing establishments in the United States, the latest in a series published on a quinquennial basis in years ending in 2 and 7.

The Census of Manufactures is conducted on an establishment basis. A firm operating at multiple locations is required to file separate reports for each geographical area. All manufacturing establishments, even those with only one employee, are covered by this census.

Census results indicate that 90,000 persons were employed in Nebraska's manufacturing establishments in 1977. This represents a 6 percent increase from the 1972 figure of 84,900 employees and is up from 77,000 employees in 1967.

Nebraska's manufacturing is more diverse today than it was five years ago. The single most important industry in terms of employment remains Food and Kindred Products. It is followed, in order of employment importance in 1977, by Machinery, except Electrical; Electric and Electronic Equipment; and Fabricated Metal Products. These industries accounted for 56 percent of the state's manufacturing employment in 1977, down from 60 percent in 1972.

Information in Table 1 (page 2) summarizes employment and value added by two-digit SIC code for the census years 1967, 1972, and 1977. Food and Kindred Products, Nebraska's most important employer in terms of numbers, has shown a slow but constant decline over the ten-year period. Employment totaled 21,800 in 1977, down from 26,000 in 1967. Machinery manufacturing, excluding electrical machinery, showed steady growth over the ten-year period 1967-1977. The census reported 12,900 workers employed in 1977, compared with 5,900 in 1967. Electrical equipment had a similar gain, with 9,000 persons employed in 1977, compared with 7,200 in 1967. The information in Table 1, however, indicates that there were slightly fewer persons employed in the electrical equipment industry in 1977 than in 1972.

Fabricated Metal Products, another important employer among Nebraska manufacturers, showed an increase in employment of 1,600 over the decade 1967-1977. Like the electrical equipment industry, employment in fabricated metal is up over the decade but is less than reported in 1972.

Printing and Publishing is an important industry in Nebraska and employment totaled 6,300 in 1977. This represents a gain of 900 employees since 1967, with steady employment growth over the three quinquennial censuses reported in Table 1.

The only major industry in Nebraska indicating secular decline in employment is Food and Kindred Products. Part of the decline in employment in this industry is related to the transition occurring in food processing. Older, obsolete packing plants are being closed in favor of new plants with a different technology, located near large feedlots. The fact that Food and Kindred Products employment is more than twice as large as the second-ranking industry in terms of number of employees is an important reason for the stability in Nebraska's employment picture. Consumers have difficulty in postponing eating over any prolonged period, but during a period of economic distress they can postpone the purchase of major consumer durables, apparel, and other items.

While employment has become less concentrated in Nebraska's major industries over the decade 1967-1977, concentration by value added has increased somewhat. Value added is a measure of manufacturing activity derived by subtracting the cost of materials, supplies, fuel, containers, utilities, contracted work, or any other cost of production from the value of shipments. The concept of value added avoids duplication, since some manufacturing firms purchase output from other firms in the manufacturing process. Value added is the preferred measure of an industry's contribution.

The value added component of Table 1 indicates an increasing concentration among the top five Nebraska industries. In 1977, the top five industries in terms of value added—Food and Kindred Products; Chemicals and Allied Products; Fabricated Metal Products; Machinery, except Electrical; and Electric, Electronic Equipment—accounted for 69.3 percent of all value added in manufacturing in Nebraska. These five industries accounted for 67.1 percent of Nebraska's value added in 1967 (Table 1).

Nebraska's most important industry in terms of employment and value added, Food and Kindred Products, experienced a doubling in terms of value added between 1967 and 1977, from $429 million to $824 million in 1977. This increase was less than that recorded for all industries and consequently the proportion of total value added in the state declined from 37.3 percent in 1967 to 29.6 percent in 1977.

The reason for the increasing concentration as measured by value added is explained by what happened in the remaining industries of the top five. Machinery, except Electrical, experienced an increase in value added from $100 million to more than $430 million over the interval (Continued on page 2)

(Continued from page 1) 1967-1977. Electric and Electronic Equipment value added increased from $81 million to $288 million over the decade. Fabricated Metal Products had an increase of well over 100 percent, while Chemical and Allied Products had a 100 percent increase as well. The increase in terms of value added among three industries—Fabricated Metal Products; Machinery, except Electrical; and Electric, Electronic Equipment—were among the most rapidly growing in the state in terms of value added. Substantial gains were also recorded by the Instruments and Related Products industry and the Lumber and Wood Products industry.

GEOGRAPHIC DISTRIBUTION OF MANUFACTURING EMPLOYEES

A notable shift in the geographic concentration of industry has developed over the ten years 1967-1977. Much of Nebraska's manufacturing employment was centered in the east, with particular concentration in Douglas and Lancaster counties. In 1967, for example, more than 56 percent of all manufacturing employment was in these two counties. The *1977 Census of Manufactures* indicates that approximately 50 percent of all manufacturing employment, or 6 percentage points less, was in Douglas and Lancaster counties.

The data refer to all employees and are the average number of production workers plus the number of other employees in mid-March, 1977. The number includes full-time and part-time employees on the payrolls of operating manufacturing establishments. Included are persons on paid sick leave, paid holidays, and paid vacations. Officers of corporations are included as employees but proprietors and partners of unincorporated firms are excluded, according to the census definitions.

Note that the top ten counties in 1977 accounted for 77 percent of all manufacturing employment (see Table 2). This represents a 5 percentage point decrease from the 1967 figure of 82 percent. The balance of the state, 83 counties, had 23 percent of all manufacturing employment in 1977, as compared with 18 percent in 1967. This tendency toward less geographic concentration is probably desirable for the state, although it may not be fortunate for the individual counties experiencing decreases in employment in manufacturing. Notable increases in employment over the decade were recorded in Platte County, where the proportion of manufacturing employees to the state total increased from 4.3 percent to 5.1 percent; Lancaster County, where the proportion increased to 15 percent from 12.3 percent in 1967; Dawson County, to 3.1 percent in 1977 from 1.9 percent in 1967; and Madison County, 3.0 percent from 1.8 percent.

Employment in manufacturing establishments in Douglas County decreased by slightly more than 2,000 employees over the interval 1967-1977. In percentage terms, Douglas County lost

Table 1
NUMBER OF EMPLOYEES AND VALUE ADDED, BY INDUSTRY, 1967, 1972, AND 1977

	Employees (in thousands and percent)						Value Added (in millions of dollars and percent)					
Industry	1977	% of Total	1972	% of Total	1967	% of Total	1977	% of Total	1972	% of Total	1967	% of Total
Food and Kindred Products	21.8	24.2	24.5	28.9	26.0	33.8	854.3	29.6	581.0	33.5	428.7	37.3
Apparel, Other Textile Products	2.0	2.2	1.6	1.9	1.7	2.2	29.8	1.0	18.1	1.0	15.6	1.4
Lumber and Wood Products	2.5	2.8	2.3	2.7	0.9	1.2	55.4	2.0	30.8	1.8	7.3	0.6
Furniture and Fixtures	1.8	2.0	1.9	2.2	1.5	1.9	40.3	1.4	31.2	1.8	19.5	1.7
Paper and Allied Products	1.1	1.2	1.1	1.3	--	--	27.0	1.0	18.2	1.0	(D)	--
Printing and Publishing	6.3	7.0	6.0	7.1	5.4	7.0	149.0	5.3	92.8	5.4	59.6	5.2
Chemicals and Allied Products	2.4	2.7	2.2	2.6	2.3	3.0	213.5	7.6	92.7	5.4	91.7	8.0
Stone, Clay, Glass Products	2.8	3.1	2.5	2.9	2.2	2.9	83.0	2.9	53.7	3.1	32.1	2.8
Primary Metal Industries	2.7	3.0	2.6	3.1	2.6	3.4	102.3	3.6	88.3	5.0	57.9	5.0
Fabricated Metal Products	6.7	7.4	7.2	8.5	5.1	6.6	189.7	6.7	115.1	6.6	67.8	5.9
Machinery, except Electrical	12.9	14.3	8.7	10.2	5.9	7.7	430.4	15.2	192.2	11.1	102.1	8.9
Electric, Electronic Equipment	9.0	10.0	9.6	11.3	7.2	9.4	288.0	10.2	171.6	9.9	80.7	7.0
Transportation Equipment	4.3	4.8	3.4	4.0	3.6	4.7	116.6	4.1	68.5	4.0	51.3	4.5
Instruments, Related Products	3.5	3.9	2.9	3.4	1.7	2.2	145.6	5.2	82.4	4.8	36.6	3.2
Misc. Manufacturing Industries	1.5	1.7	1.5	1.8	1.7	2.2	24.9	0.9	8.8	1.0	16.5	1.4
Other	8.7	9.7	6.9	8.1	9.2	11.9	(D)		(D)		(D)	
Totals*	90.0		84.9		77.0		2,822		1,733		1,150	

(D) - Withheld to avoid disclosing figures for individual companies.
*Totals may not add because of rounding and because some data withheld due to the small number of firms. Data withheld by industry included in state totals.

Source: U.S. Department of Commerce, Bureau of the Census, *1977, 1972,* and *1967 Census of Manufactures.*

about 9 percentage points—the decline being from 44.1 percent of all manufacturing employment in Nebraska in 1967 to 35.3 percent in 1977. Hall County also experienced an absolute and relative decrease in manufacturing employment. Hall County lost more than 2,000 employees, or about one-third of the manufacturing labor force in 1967, and its share of the state total slipped from 7.8 percent in 1967 to 4.2 percent. Adams County slipped from sixth place in the top ten ranking to tenth in 1977. Platte and Hall counties shifted relative ranks over the decade 1967-1977, and Scotts Bluff County, Dawson County, and Madison County all moved up at least one position in terms of employment in manufacturing in the top ten Nebraska counties.

GEOGRAPHIC DISTRIBUTION BY VALUE ADDED

While employment, of course, is a significant measure of an industry's prominence and geographic concentration, value added is also an important measure.

Value added data for 1967 and 1977 for selected counties are summarized in Table 3. While there are many similarities between the rankings in Tables 2 and 3, there are some important exceptions. Douglas and Lancaster counties continued to rank first and second and Hall County ranked third in both periods. Value added in Douglas County totaled $1,101 million, $354 million in Lancaster County, and $148 million in Hall County. Rounding out the top five counties, Platte County recorded $113 million in value added and Madison County $103 million. Madison County ranked eighth in terms of employment in 1977, but note that it moved up to fifth position in terms of value added. Completing the top ten counties in terms of value added, the data in Table 3 place Scotts Bluff County in sixth position, Dodge County in seventh, Dawson County eighth, Buffalo County ninth, and Adams County in tenth.

Geographic concentration as measured by value added has lessened in Nebraska over the decade 1967-1977. The top ten counties accounted for 79 percent of all value added in 1977, as compared with 83 percent in 1967. It should be noted that two counties, Buffalo and Madison, were not in the top ten in terms of value added in 1967. Gage and Saline counties completed the top ten counties in 1967, but these two dropped out of the top ten in 1977 and were replaced by Buffalo and Madison counties. Buffalo ranked ninth in terms of value added (Table 3), while Madison ranked fifth. The increase in terms of value added and employment has been quite remarkable in Madison County. Value added increased nearly fivefold over the ten-year interval and the county had a higher rate of growth than any other Nebraska county.

The rate of increase in value added for selected Nebraska counties is summarized in Table 3. The implicit Gross National Product deflator increased 79 percent over this interval, so any increase in value added less than 79 percent means that the county in question failed to keep pace with inflation. In some cases, gains in value added were more likely inflationary than real.

Value added per employee is an interesting measure, for it's a rough approximation of the productivity of employees and in many cases reflects the capital labor ratios with which firms are operating. Value added per employee for 1977 in selected counties is summarized in Table 4 (page 6).

Gage County led all Nebraska counties with $42,200 per employee in value added. Platte and Saline counties recorded figures in excess of $40,000 per employee in value added in 1977. These results may be misleading, however, because of the small number of manufacturing jobs in these counties.

Douglas County, the largest county in the state in terms of numbers of employees, recorded value added figures of $34,600 per employee. Lancaster, a major manufacturing employment county in the state, had one of the lowest value added per employee of any Nebraska county. Lancaster's 1977 total was $26,200.

Directly related to value added per employee is payroll per employee. Payroll per employee in 1977 for all employees is summarized in Table 4. Douglas and Dodge counties led the state with an average of $13,700 per employee in payroll. Payroll items include all forms of compensation (Continued on page 6)

Table 2
MANUFACTURING EMPLOYEES
TOP TEN NEBRASKA COUNTIES
1967 AND 1977
(in thousands)

County	1967 Number of Employees	1967 % of State Total	1977 Number of Employees	1977 % of State Total	Rank in 1967
Douglas	34.0	44.1	31.8	35.3	(1)
Lancaster	9.5	12.3	13.5	15.0	(2)
Platte	3.3	4.3	4.6	5.1	(4)
Hall	6.0	7.8	3.8	4.2	(3)
Dodge	2.7	3.5	3.1	3.4	(5)
Scotts Bluff	1.7	2.2	2.8	3.1	(7)
Dawson	1.5	1.9	2.8	3.1	(8)
Madison	1.4	1.8	2.7	3.0	(9)
Buffalo	1.4	1.8	2.5	2.7	(9)
Adams	1.8	2.3	2.1	2.3	(6)
Balance of State		18%		23%	
Top Ten Counties		82%		77%	

Table 3
VALUE ADDED, 1967-1977, SELECTED COUNTIES

County	Value Added (in thousands of dollars) 1967	1977	Percentage Increase	Constant Dollar Percentage Increase
Douglas	565	1,101	95	9
Lancaster	120	354	195	65
Hall	53	148	179	57
Platte	40	113	182	58
Dodge	43	86	100	11
Adams	28	71	154	43
Scotts Bluff	29	91	214	78
Dawson	36	83	130	27
Buffalo	17	78	359	159
Madison	19	103	442	205
Gage	27	51	89	4
Saline	21	69	228	80

Review and Outlook

Real output in Nebraska recorded its second consecutive monthly decrease in July, with the physical volume index for the state recording a decline of 3.6 percent. The June-to-July decrease resulted in an index value which was 40.9 percent above its 1967 base-period level. Compared to its level of July, 1978, the index reported a 0.4 percent increase.

This month's decline in economic activity was felt throughout the Nebraska economy, with both agricultural and nonagricultural indexes falling during the month. Manufacturing was the only sector reporting an increase, as preliminary data indicate that output was up 0.6 percent.

The four other sectors and their June-to-July declines were: agriculture, -18.9 percent; construction, -3.3 percent; distributive, -1.5 percent; and government, -0.8 percent. The composite index of the four nonagricultural sectors was down 1.0 percent.

Although Nebraska still faces the prospects of a mild recession, the current economic outlook is volatile, especially in view of increasing interest rates and uncertainties about the availability and prices of energy. If grain and livestock prices hold, however, the outlook for Nebraska will be more favorable than that of the national economy.

The agricultural sector, with dramatic month-to-month changes, has been the most volatile sector so far during 1979. Although the July decrease in the index for this sector was sizable, the index was still 6.9 percent higher (Continued on page 5)

Notes for Tables 1 and 2: (1) The "distributive" indicator represents a composite of wholesale and retail trade; transportation, communication and utilities; finance, insurance, and real estate; and selected services. (2) The "physical volume" indicator and its components represent the dollar volume indicator and its components adjusted for price changes using appropriate price indexes—see Table 5, page 5.

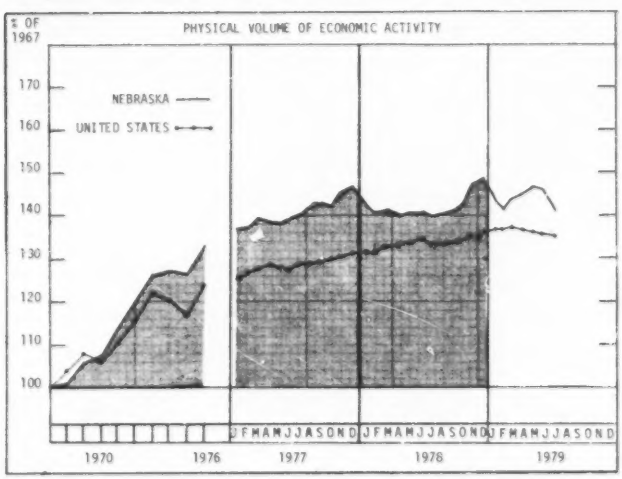
ECONOMIC INDICATORS: NEBRASKA AND UNITED STATES

1. CHANGE FROM PREVIOUS YEAR

July, 1979	Current Month as Percent of Same Month Previous Year		1979 Year to Date as Percent of 1978 Year to Date	
Indicator	Nebraska	U.S.	Nebraska	U.S.
Dollar Volume	113.3	112.3	114.4	113.2
Agricultural	129.8	129.8	128.0	126.3
Nonagricultural	111.2	111.8	112.4	112.8
Construction	97.0	108.1	101.6	113.1
Manufacturing	116.8	116.5	118.0	116.9
Distributive	110.1	110.6	111.8	111.8
Government	113.4	107.3	110.9	107.5
Physical Volume	100.4	101.2	101.7	102.5
Agricultural	106.9	114.7	102.7	106.5
Nonagricultural	99.6	100.8	101.5	102.3
Construction	86.8	96.7	89.2	99.4
Manufacturing	104.7	104.1	106.5	105.6
Distributive	98.9	99.4	101.3	101.3
Government	99.5	100.9	99.6	100.6

2. CHANGE FROM 1967

	Percent of 1967 Average	
Indicator	Nebraska	U.S.
Dollar Volume	318.0	299.3
Agricultural	277.8	282.6
Nonagricultural	324.9	299.9
Construction	321.5	286.7
Manufacturing	374.4	297.0
Distributive	315.4	307.5
Government	296.7	280.3
Physical Volume	140.9	135.2
Agricultural	113.8	117.7
Nonagricultural	145.5	135.8
Construction	120.9	107.8
Manufacturing	162.0	129.5
Distributive	144.1	140.5
Government	137.8	142.1

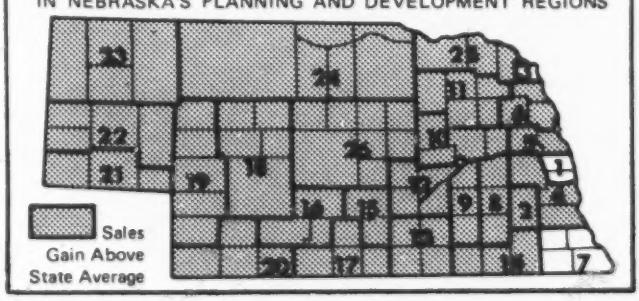


3. NET TAXABLE RETAIL SALES OF NEBRASKA REGIONS AND CITIES (Adjusted for Price Changes)

Region Number[1] and City	City Sales[2] July, 1979 as percent of July, 1978	Sales in Region[2] July, 1979 as percent of July, 1978	Sales in Region[2] Year to date '79 as percent of Year to date '78
The State	102.5	101.3	101.1
1 Omaha	100.5	98.6	96.1
Bellevue	101.6		
2 Lincoln	104.7	102.1	101.4
3 So. Sioux City	89.1	89.5	94.5
4 Nebraska City	86.9	95.2	103.4
5 Fremont	101.7	100.9	103.4
Blair	102.8		
6 West Point	100.6	105.7	108.3
7 Falls City	92.2	94.5	100.6
8 Seward	115.9	105.8	103.4
9 York	96.9	101.3	109.2
10 Columbus	98.6	103.2	107.4
11 Norfolk	107.6	105.8	105.4
Wayne	106.1		
12 Grand Island	99.8	98.7	105.2
13 Hastings	102.7	98.8	101.5
14 Beatrice	97.1	98.8	104.6
Fairbury	92.2		
15 Kearney	99.4	98.3	105.4
16 Lexington	103.8	105.9	107.7
17 Holdrege	91.5	94.4	104.3
18 North Platte	99.7	99.8	106.7
19 Ogallala	108.7	110.5	107.9
20 McCook	98.9	98.0	104.7
21 Sidney	114.7	104.9	103.5
Kimball	93.1		
22 Scottsbluff/Gering	108.5	106.5	104.9
23 Alliance	110.3	105.4	104.9
Chadron	105.6		
24 O'Neill	104.8	102.8	113.2
25 Hartington	104.8	106.0	104.4
26 Broken Bow	123.7	104.3	110.7

[1]See region map below.
[2]Sales on which sales taxes are collected by retailers located in the state. Region totals include motor vehicle sales; city totals exclude motor vehicle sales.
Compiled from data provided by Nebraska Department of Revenue.

1979 YEAR TO DATE AS PERCENT OF 1978 YEAR TO DATE IN NEBRASKA'S PLANNING AND DEVELOPMENT REGIONS



(Continued from page 4) than last July. Prices received by Nebraska farmers were unchanged during July, but were 21.4 percent above their level of July, 1978.

Manufacturing continued its trend of steady growth which began in December, 1977. During this twenty-month interval, output in this sector has fallen only three times. July's index for manufacturing was 4.7 percent above its level of July, 1978, making it the only nonagricultural sector with a year-to-year increase. Preliminary employment data also point to the strength of this sector as they indicate a gain of nearly 4,000 workers over last year. Durable goods industries accounted for most of the increase.

In July, the index of activity for the government sector dropped to its lowest level since January and was 0.5 percent below the level of July 1978. Government employment in Nebraska was down 750 workers from last February, with most of the reduction occurring at the local level.

The index of construction activity fell to its lowest level of 1979, 13.2 percent below the level of last July. All segments of the construction industry—residential, non-residential, and non-building—experienced year-to-year losses. With increasing interest rates and fewer funds available for loans, it is unlikely that this sector will rebound in the near future. The softness of this sector has been felt by the state's principal cities, where only eleven cities recorded increases over last year. The cities with the largest increases were: Fairbury, Holdrege, Norfolk, McCook, Broken Bow, and Columbus.

Real output in Nebraska's distributive sector was down 1.1 percent from its year-earlier level, giving it the second largest year-to-year drop for the five sectors. Despite this decline, employment was 10,500 persons above last July's figures. Based upon employment growth, the most rapidly expanding areas were transportation, communications, and utilities.

After adjustments for price changes, fifteen of the state's twenty-six planning regions had total retail sales above the sales of July, 1978. Additionally, non-motor vehicle sales in nineteen of thirty-two cities were higher than last year. Seward, Sidney, and Alliance had increases of more than 10 percent, while Ogallala, Scottsbluff/Gering, Norfolk, Wayne, and Chadron all posted increases exceeding 5 percent.

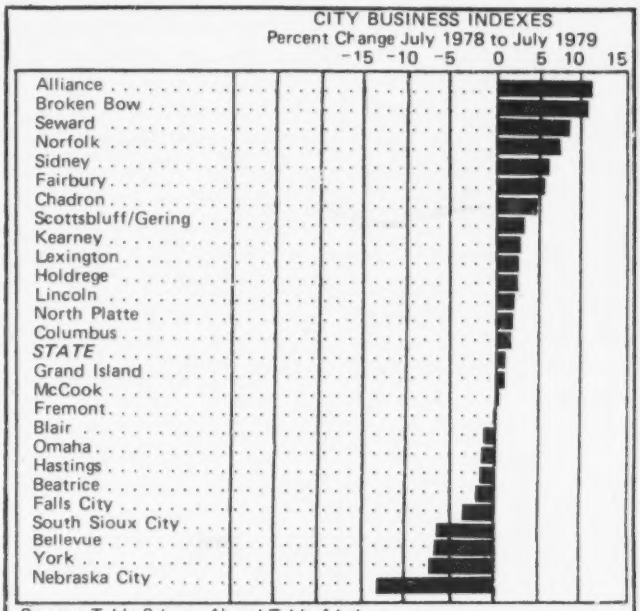
The July loss in the state's economy was not reflected in the city business indexes, as sixteen of the twenty-six reporting cities registered gains relative to July, 1978. Most of the cities achieved their growth through increases in retail sales and employment. Alliance posted the largest gain in activity, with an increase of 11.6 percent. Other cities with July-to-July increases exceeding 5 percent were Broken Bow, Seward, Norfolk, Sidney, and Fairbury.

J. A. D.

5. PRICE INDEXES

July, 1979	Index (1967 = 100)	Percent of Same Month Last Year	Year to Date as Percent of Same Period Last Year*
Consumer Prices	218.9	111.3	110.4
Commodity component	210.5	111.6	110.6
Wholesale Prices	236.6	112.3	111.2
Agricultural Prices			
United States	240.0	113.2	118.4
Nebraska	244.0	121.4	124.2

*Using arithmetic average of monthly indexes.
Sources: Consumer and Wholesale Prices: U.S. Bureau of Labor Statistics; Agricultural Prices: U.S. Department of Agriculture.



Source: Table 3 (page 4) and Table 4 below.

4. JULY CITY BUSINESS INDICATORS

The State and Its Trading Centers	Percent of Same Month a Year Ago: Employment[1]	Building Activity[2]	Power Consumption[3]
The State	100.9	94.6	94.7
Alliance	126.5	35.6	113.3
Beatrice	100.8	90.8	91.3
Bellevue	97.2	43.8	79.0
Blair	98.0	93.6	87.9
Broken Bow	99.7	187.2	86.5
Chadron	99.6	57.9	148.2
Columbus	99.7	180.7	93.9
Fairbury	101.4	739.2	92.0
Falls City	95.8	99.8	108.0
Fremont	103.9	79.9	86.7*
Grand Island	104.5	83.3	96.2
Hastings	103.4	46.8	91.3
Holdrege	100.0	340.0	103.0
Kearney	107.7	104.2	96.3
Lexington	102.4	91.7	103.3
Lincoln	98.3	140.3	91.7
McCook	97.0	189.1	90.5
Nebraska City	96.7	32.5	79.9
Norfolk	101.0	191.7	113.2
North Platte	107.2	82.1	98.1
Omaha	97.2	103.6	92.7
Scottsbluff/Gering	97.0	84.0	114.3
Seward	101.7	124.9	102.0
Sidney	95.5	133.3	105.6
So. Sioux City	94.9	91.7	107.7
York	102.0	24.8	98.8

[1] As a proxy for city employment, total employment for the county in which a city is located is used.
[2] Building Activity is the value of building permits issued as spread over an appropriate time period of construction. The U.S. Department of Commerce Composite Construction Cost Index is used to adjust construction activity for price changes.
[3] Power Consumption is a combined index of consumption of electricity and natural gas except in cases marked * for which only one is used.

Source: Compilation by Bureau of Business Research from reports of private and public agencies.

(Continued from page 3) such as wages, salaries, commission, redundancy pay, dismissal pay, bonuses, vacation and sick leave pay, and compensation-in-kind. Payroll measures are reported before any deductions for employees' social security contributions, withholding taxes, insurance, union dues, or other miscellaneous deductions such as savings bonds. Payroll includes salaries paid to officers of the firms, but excludes payments to proprietors or partners of unincorporated firms. Gage County, which had one of the highest value added per employee figures, ranked lower in terms of payroll per employee–$11,800. Hall County ranked third in terms of payroll per employee at $12,300, $400 behind Douglas and Dodge counties. Scotts Bluff, Adams, and Saline counties had payroll per employee of $12,000 or more.

D. E. P.

Table 4
VALUE ADDED PER EMPLOYEE
AND PAYROLL PER EMPLOYEE
FOR SELECTED NEBRASKA COUNTIES, 1977
(in thousands of dollars)

County	Value Added per Employee	Payroll per Employee
Adams	33.7	12.0
Buffalo	31.4	11.8
Dawson	29.5	11.9
Dodge	27.7	13.7
Douglas	34.6	13.7
Gage	42.2	11.8
Hall	39.0	12.3
Lancaster	26.2	11.8
Madison	38.1	11.6
Otoe	31.4	9.1
Platte	40.5	10.5
Saline	40.7	12.0
Scotts Bluff	32.5	12.5
All other counties	26.8	10.8

NEW PUBLICATION

The Bureau of Business Research is pleased to announce the publication of *Health Care Cost Containment: The Managerial Approach.* The publication is a summary of a conference at the University of Nebraska-Lincoln sponsored by the College of Business Administration, the Division of Continuing Studies, and the College of Business Administration's Insurance Advisory Committee. The conference was held in November, 1978.

Topics covered in the publication include "Why Your Health Care Costs Have Been Escalating," by Charles P. Hall; "The Voluntary Effort–What It Is and How It Is Progressing," by James D. Huoy; "The HMO Approach," by William J. Walsh; "What Is Being Done by Employers to Control Health Care Benefit Costs," by Edmund Russel; "What Your Organization Can Do to Control Your Health Care Benefit Costs, Now and in the Future," by Willis B. Goldbeck; "What You Should Expect from Your Insurer with Respect to Health Care Cost Containment," by Tim Eagan; and "What Your Insurer Should Expect from You with Respect to Health Care Cost Containment," by Sharon Eissler. These issues are further discussed by a panel.

The volume is available for $7.50 per copy from the Bureau of Business Research, 200 CBA, University of Nebraska-Lincoln, Lincoln, Nebraska.

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